

**Amendments to the Claims:**

This listing of the claims will replace all prior versions, and listings of claims in the application:

**Listing of Claims:**

1. (currently amended) A method for customizing a digital imaging device for at least one particular user by storing at least one firmware component in a programmable memory of the digital imaging device which controls the operation of the digital imaging device, the method comprising the steps of:

(a) providing customization software which can access a plurality of firmware components providing different image appearances, the customization software producing a plurality of images of the same scene having a corresponding plurality of different appearances;

(b) the user selecting one of the plurality of images having a preferred appearance to cause the customization software to access the corresponding firmware component(s); and

(c) providing the selected corresponding firmware component(s) to the digital imaging device and programming the programmable memory of the digital imaging device to store the corresponding firmware component(s) to thereby customize the digital imaging device;

wherein the digital imaging device includes a display, and wherein step (a) includes displaying, on the display, an image corresponding to a current parameter setting and a plurality of images corresponding to alternative parameter settings that can be selected by the user.

2. (canceled)

3. (original) The method according to claim 1 wherein the customization software is provided external to the digital imaging device.

4. (original) The method according to claim 3 wherein the customization software is provided on a computer program product.

5. (original) The method according to claim 3 wherein the customization software is provided by a Network Service Provider.

6. (original) The method according to claim 3 wherein step (b) includes using a host computer to select the at least one preferred image.

7. (original) The method according to claim 6 wherein the host computer is provided in a retail establishment.

8. (original) The method according to claim 1 wherein the digital imaging device is a digital camera.

9. (original) The method according to claim 1 wherein the digital imaging device is a print or film scanner.

10. (original) The method according to claim 1 wherein the digital imaging device is a hardcopy printer.

11. (original) The method according to claim 1 wherein the digital imaging device further includes a processor, and wherein the firmware component(s) can be executed by the processor to control the operation of the digital imaging device.

12. (original) The method according to claim 1 wherein the digital imaging device is a digital computer incorporating an image modification application.

13. (original) At least one computer program product having the customization software stored thereon for performing the method according to claim 1.

14. (original) The method according to claim 1 wherein the plurality of images of the same scene depict different sharpness levels.

15. (original) The method according to claim 1 wherein the plurality of images of the same scene depict different contrast levels.

16. (original) The method according to claim 1 wherein the plurality of images of the same scene depict different color saturation levels.

17. (canceled)

18. (original) The method according to claim 1 wherein step (a) includes producing hardcopy prints of the plurality of images of the same scene.

19. (canceled)

20. (currently amended) The method according to claim ~~19~~ 1 wherein step (b) further includes, in response to the user selecting the one of the plurality of images, modifying the image corresponding to the current parameter setting to match the image selected by the user.

21. (original) A method for customizing a digital imaging device for at least one particular user by storing at least one parameter in a programmable memory of the digital imaging device which controls at least one image processing operation of the digital imaging device, the method comprising the steps of:

(a) providing a default setting that can be used to control the at least one image processing operation;

(b) displaying a plurality of images of the same scene having a corresponding plurality of different appearances and providing a corresponding plurality of parameter values;

(c) the user selecting one of the displayed plurality of images as a preferred image;

(d) storing the parameter value corresponding to the selected preferred image in the programmable memory of the digital imaging device, and

(e) utilizing the stored parameter value to control the image processing operation of the digital imaging device, to thereby customize the digital imaging device.

22. (original) The method according to claim 21 wherein the digital imaging device further includes a processor, and wherein the image processing operation is provided by the processor.

23. (original) A digital camera configured according to the method of claim 21.

24. (original) At least one computer program product having the customization software stored thereon for performing the method according to claim 21.

25. (original) The method according to claim 21 wherein the parameter values provide variations in image sharpness.

26. (original) The method according to claim 21 wherein the parameter values provide variations in image contrast.

27. (original) The method according to claim 21 wherein the parameter values provide variations in color saturation.

28. (original) The method according to claim 21 wherein the digital imaging device includes a display, and wherein the plurality of images that can be selected by the user is displayed on the display.

29. (original) The method according to claim 21 wherein steps (b), (c), and (d) are performed a plurality of times for different image attributes.

30. (original) The method according to claim 29 wherein the different image attributes include contrast and color saturation.

31. (currently amended) A method for providing customized firmware for a digital imaging device for at least one particular user, the customized firmware having at least one firmware component which controls the operation of the digital imaging device, the method comprising the steps of:

(a) providing customization software executed external to the digital imaging device which can access software code associated with a plurality of different image appearances;

(b) displaying a plurality of digital images of the same subject remote from the digital image device, each of the plurality of digital images having corresponding firmware component(s);

(c) the user selecting at least one desired image from the displayed plurality of digital images of the same subject to cause the customization software to access the software code associated with the at least one selected image; and

(d) providing a firmware component(s) corresponding to the user selected image;

wherein the digital imaging device includes a display, and wherein step (b) includes displaying, on the display, an image corresponding to a current parameter setting and a plurality of images corresponding to alternative parameter settings that can be selected by the user.

32. (original) The method of claim 31 further including the step of providing the selected corresponding firmware component(s) to the digital imaging device and reprogramming a programmable memory of the digital imaging device to

store the corresponding firmware component(s) to thereby customize the digital imaging device.

33. (original) A digital printer configured according to the method of claim 32.

34. (original) A digital camera configured according to the method of claim 32.

35. (original) At least one computer program product having the customization software stored thereon for performing the method according to claim 31.

36. (currently amended) A method for customizing a digital imaging device for at least one particular user by storing image processing settings in a programmable memory of the digital imaging device, the method comprising the steps of:

(a) providing customization software executed external to the digital imaging device for displaying a plurality of images of the same subject having different appearances that can be provided by the digital imaging device;

(b) the user selecting a preferred image from the plurality of displayed images;

(c) the customization software determining at least one parameter setting corresponding to the selected image; and

(d) providing the at least one parameter setting to the digital imaging device and programming the programmable memory of the digital imaging device to store the at least one parameter setting to thereby customize the digital imaging device;

wherein the digital imaging device includes a display, and wherein step (a) includes displaying, on the display, an image corresponding to a current parameter setting and a plurality of images corresponding to alternative parameter settings that can be selected by the user.

37. (original) The method according to claim 36 wherein the digital imaging device is customized to include different parameter settings for at least two different users.

38. (original) A digital printer configured according to the method of claim 36.

39. (original) A digital camera configured according to the method of claim 36.

40. (original) At least one computer program product having the customization software stored thereon for performing the method according to claim 36.

41. (original) A method for customizing a digital imaging device for at least one particular user by storing at least one setting in a programmable memory of the digital imaging device which controls an image processing operation of the digital imaging device, the method comprising the steps of:

- (a) providing customization software which can access software code associated with a plurality of different digital imaging device settings;
- (b) displaying a plurality of digital images provided by the software code corresponding to different digital imaging device settings;
- (c) the user choosing a desired digital image from the plurality of displayed digital images to cause the customization software to determine at least one associated setting; and
- (d) programming the programmable memory to store the at least one associated setting to thereby customize the digital imaging device.

42. (original) The method of claim 41 wherein the at least one digital imaging device setting controls edge enhancement, color correction, or tone correction.